
FOR IMMEDIATE RELEASE



FOR INFORMATION CALL

April 3, 2009

Ald. Milele A. Coggs
(414) 286-2994

Citizens Can Sign Up to Receive Text Alerts From Alderwoman Milele Coggs

Will Send Instant Alerts on 6th District News, Meetings

Milwaukee residents who subscribe will now be able to receive text message information alerts from Alderwoman Milele A. Coggs – the first member of the Milwaukee Common Council offering such notifications.

To subscribe, just go to the left-hand column of the home page (www.city.milwaukee.gov) where there's a link called "Get Notices by Text Message" -- the link is: http://itmdapps.ci.mil.wi.us/login/login/SMS_notificationsignin.jsp After filling out the Required Information section, check the box next to "**Alert: Sixth Aldermanic District News**" in the text alerts menu. **NOTE:** Users must enter the confirmation code in order to begin receiving text messages.

The service will provide a text message to a subscriber's phone each time Alderwoman Coggs posts such notifications. Though there is no fee from the city to enroll in this service, subscribers should check first with their phone provider about incoming text message rates.

"We live in an age where there are multiple communication media that allow people access to information and we are simply acknowledging that reaching out to our constituents means taking advantage of these innovations," Ald. Coggs said. "I'm in the business of keeping my constituents informed, by whatever means necessary."

-More-

Text Messages from Ald. Coggs/ADD ONE

The alderwoman plans to send out her first “official” text message notifications today – this news release and a reminder that there are two weeks left to enter the “I Am the Dream” scholarship contest she is sponsoring for eligible 6th District residents.

Earlier this year, the mayor’s office, in conjunction with the Department of Public Works and the Information and Technology Management Division, launched the citywide “Snow Mobile” text alert program that allows residents to register for announcements on snow emergency parking and road restrictions. Alderwoman Coggs, however, is the first to utilize the technology for her own district’s announcements and information dissemination.

-30-